



Substack Coach

Next Level Notes — Quick Reference Guide

Building visibility and connection on Substack

Notes are not a broadcasting tool.
They are a **network-building tool**.

Think of Substack like a conversation happening across many rooms. The more you participate in those conversations, the more visible your work becomes.

Your goal is not just to post Notes.
Your goal is to **become part of the network around your topic**.

The Four Ways to Connect

Like

- Like posts or Notes you enjoyed
- Helps the algorithm understand your interests
- Gives creators a small visibility boost

Comment

- Add thoughtful contributions to conversations
- Avoid linking to your own work in comments
- Your name and publication appear with every comment

Restack

- Share posts or Notes with your audience
- Restack **with a note** explaining why you're sharing
- This signals audience overlap to the algorithm

Subscribe

- Subscribe to creators in your niche
- This is one of the strongest signals you can send
- Build a cluster of related subscriptions

Teaching the Algorithm Where You Belong

When you're new, Substack doesn't yet know:

- who your audience is
- where your content fits
- who should see your Notes

You help the algorithm by building a web of connections.

Subscription Strategy

Build a small network around your topic.

Guidelines:

- Subscribe to 10–20 relevant publications
- Add subscriptions gradually (2–3 per day)
- Maintain engagement with the people you subscribe to

Avoid scattering subscriptions across unrelated topics. Clusters help the algorithm understand your niche.

A Simple Daily Rhythm

You do not need to spend hours on Notes.

A healthy routine might look like:

1. Read a few Notes from your feed
2. Like posts you enjoyed
3. Leave 1–2 thoughtful comments
4. Restack something interesting (with a note)
5. Share your own Note

Consistency matters more than volume.

Substack growth happens through relationships and conversations, not broadcasting.

Participate in the network and your visibility will increase naturally over time.